

⁺ THANK YOU
 ■ Montana Rural Health Initiative, MSU for cohosting this webinar series. This is Part 5 of a five part series.
 ■ School nutrition professionals across Montana who work so hard to serve our students healthful, tasty meals each day to support their growth and development, and fuel academic and athletic success School Day Just got Healthier

Learning Objective
Participants will understand how to...

- 1. Start a Smarter Lunchrooms Team.
- 2. Collect valuable feedback and ideas from customers (students).
- 3. Identify ways to improve customer service in the school lunchroom.

**What is Behavioral Economics?

The study of how the environment influences our food choices.

> In schools—The Smarter Lunchrooms Movement

> At home

> In restaurants

> In grocery stores

> In food pantry/food bank

> At work

Who We Are & What We Do

Cornell University Food and Brand Lab

Behavioral
Economics in Child
Nutrition Programs
(BEN Center)

Smarter Lunchrooms
Movement

Cornell University
Food and Brand Lab

Cornell University
Food and Brand Lab

Cornell University
Food and Brand Lab

Cornell Center
for Behavioral Economics
in Child Netrition Programs

Recap of the previous webinars

Simple Smarter Lunchrooms Principles used in MT Schools

Manage portion size,
Increase convenience,
Improve visibility,
Enhance taste expectations,
Utilize suggestive selling, and
Set smart pricing strategies

Lunch line redesign- placing fruits and veggies first, moving salad bar
Signage- promotes and nudges student choices

Tips for a fast, friendly service line
Positive phrasing, friendly staff
Correct use of Offer vs. Serve

Poll Ouestions



Poll#1

Have you initiated any Smarter Lunchrooms strategies in your lunchroom this school year?

+ How are students treated in the lunchroom?



Customers (students) want to feel welcomed and respected in the lunchroom.

- They are allowed to make choices.
- They choose how much to eat and drink.
- They enjoy time to relax, eat and talk with friends.

Do adults have these same expectations?

What other elements of good customer service do you expect? Think

Poll Questions



Poll #2

What do you expect "good customer service" to look like in a restaurant or a meal at home?

Fairfield Schools do!



Fairfield School District, MT, School Food Service Stat

Pleasant and positive mealtime at school

Learn more about customer service and comfortable cafeterias here:

 $\underline{http://www.opi.mt.gov/Programs/SchoolPro}$ grams/School Nutrition/MTTeam.html#gp ml_7

- ✓ Welcome to our Comfortable Cafeteria
- ✓ Posters for the lunchroom
- ✓ Training materials and handouts for school

Learn the Division of Responsibility in Feeding nended by nutrition experts Division of Responsibility between Adults

and Children



- Adults decide the what, when, and where of feeding at school.
- <u>Children</u> decide whether they will choose to eat the foods offered and how much

Start a Smarter Lunchrooms Team

Go directly to the source (students and staff) for customer service ideas—start a Smarter Lunchrooms Team at your school.

Why would I do this?

- Increase participation in school meals programs
- Decrease food waste
- Increase or "nudge" students to choose healthier foods
- Improve customer service

What information can I glean from a Smarter Lunchrooms Team?



Customer service recommendations

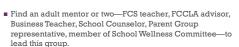
- Engage students for valuable insight, ideas and feedback
- Suggestions on overall cafeteria environment
- Suggestions on menu items, foods offered, etc.
- What they like, what doesn't appeal to them?
- What would draw them into the lunchroom to participate in school meals?

+ Start a Smarter Lunchrooms Team

What is a Smarter Lunchrooms team?

- 1-2 adult mentors (Business teacher, FCS teacher, Counselor, Parent Group member, School Wellness Committee member)
- School Food Service Manager
- 3-5 students (males and females, ones who eat in the lunchroom regularly and occasionally)

I'm so BUSY--how can I tackle this too?



What's the "hook"? Why does it matter to them?

- Reduce food waste
- Change behavior by changing environment. Social Science experiment
- Business marketing project. Increase sales, enhance service



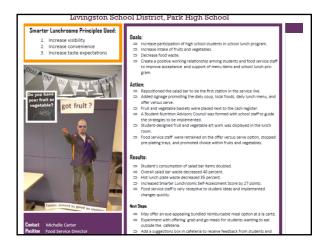
MT Smarter Lunchrooms Pilot Project Schools

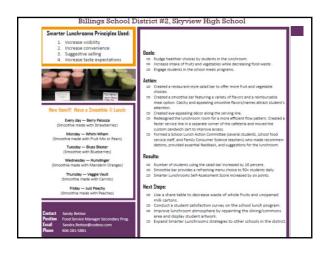
- Park High School in Livingston
- o Hardin High School
- Billings Skyview High School
- Columbia Falls High School
- Troy Middle and High School

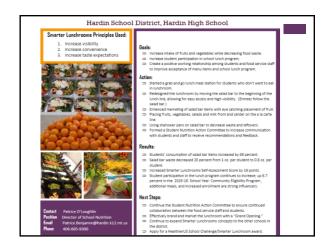


Park High students make recommendations to improve traffic flow in their lunch room.

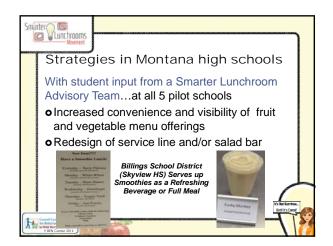
Columbia Falls School District, Columbia Falls High School Smarter Lunchrooms Principles Used: 1. Increase visibility 2. Increase convenience 3. Increase taste expectations Bedies: □ Entities more high school students into the lunchroom. □ Increase intake of fruits and vingetables. □ Decrease food waste. □ Build student support of the school lunch program. Actions: □ Formed a Student Nutrition Action Committee (SNAC) to collaborate with students and staff to receive feedback and suggestions. □ Enhanced the main line with decreative bastets and serving dishes of the promotional signage on the alse care line. □ Promoted the daily fluid micro multiple areas with chalk board and sandwich board signage. □ Improved embiance with eye-appealing décor, removed clutter, and ordered colorful banners for marketing. □ Started a sharing bowl for lettover whole fruit. Results: □ Number of students participating in bunch program increased by 9 percent. □ Started a sharing bowl for lettover whole fruit. Results: □ Number of students participating in bunch program increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter functions deli-Assessment Sone increased by 14 points. □ Sharter funct

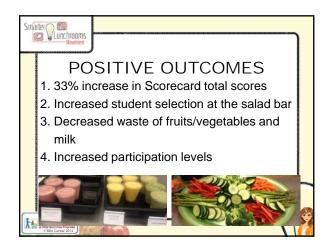


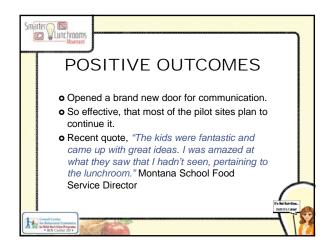










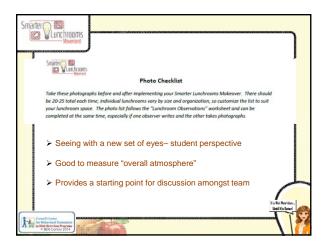






- Start a Smarter Lunchrooms Team
- Measure how "Smart" the lunchroom is.
- Smarter Lunchrooms Self Assessment Scorecard
- Photo checklist
- Students assess flow patterns looking for traffic jams/accessibility/convenience
- Team works together to identify areas to improve. Identify and prioritize 1-3 changes.
- Make one simple change at a time.
- Did it work?





Resources available

A Simple Guide to Make Your Lunchroom Smarter!
Curriculum

will be available Fall 2016 from MT Team Nutrition.

Toolkit for schools
to form Smarter Lunchrooms Team and
complete their own Smarter Lunchrooms Makeover.

Creating a Stepping into Montana's Smarter Lunchrooms webpage on the OPI School Nutrition Programs website soon!

http://www.opi.mt.gov/Programs/SchoolPrograms/School Nutrition/index.html

Resources available

Get your school food service staff on board with No Time to Train - 10 minute workshops for school staff

http://smarterlunchrooms.org/training-materials

March- Student Rapport Role Play

May- See with a Fresh Set of Eyes (Diagnose the Lunchroom)



